

REP HEADLINE# 6234970 TRF# 372817 REP: TEL# 703 528 7800 FAX# 703 528 7880
\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM STATION AUG24/12 12.07
*** KSWB-TV ***

ADV # ADV. NAME POLI/S PETERS/D/CON/CA REP.# OFF.# 20 SALESMAN #
AGY # 939 AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MAURA GILROY

3050 K ST NW, SALES PRSN WA- ROBERT LANGER
WASHINGTON, DC 20007

ORDER # CONTRACT # 6234970 CLASS: NATL. LOCAL REGIONAL

PRDCT SCOTT PETERS FOR CON EST#1449 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG24/12 12.07

REP: TO NSA/NSM
FROM WES FOR ROBERT
OK'D M1 SEE LINES 14-16
SPOT TOTAL BECOMES 30X
THANKS PLEASE CONFIRM 8/22

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

SCOTT PETERS FOR CONGRESS
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:

M1 OK'D BUY#8 MISSED: TU-F,M/700A-900A SEP25 (3/WK) 30S \$325.00 (AUG22/12)
OFFER: TU-F,M/700A-900A SEP25 (3/WK) 30S \$275.00 PLS ADVISE.
& TU-F,M/900A-1000A SEP25 30S \$125.00
& TU-F,M/430A-459A SEP25 30S \$25.00
CMT: FIX LUR AND ADD SPOTS

CONTRACT TOTAL 12825.00
TOTAL SPOTS 30

CONTRACT



KSWB
 7191 Engineer Rd.
 San Diego, CA 92111
 (858) 492-9269

Green Margolis & Mitchell, Inc
 3050 K St NW
 Washington, DC 20007

And

Contract / Revision		Alt Order #	
372817 /		06234970	
Product			
103/110/SCOTT PETERS FOR CON			
Contract Dates		Estimate #	
09/25/12 - 10/01/12		1449	
Advertiser			
Scott Peters for Congress			
Original Date / Revision		07/16/12 / 08/23/12	
Billing Cycle	Billing Calendar	Cash/Trade	
EOM/EOC	Broadcast	Cash	
Station	Account Executive	Sales Office	
KSWB	Robert Langer	Telerep Washin	
Special Handling			
Demographic			
Adults 35+			
IDB#	Advertiser Code	Product Code	
12856	103	110	
Agency Ref			

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	5	09/25/12	10/01/12	M-F 10a-11a	10a-11a		:30			NM	2	\$200.00
		Week: 09/24/12	09/30/12	-TWTF--				1	\$100.00			
		Week: 10/01/12	10/07/12	M-----				1	\$100.00			
N 2	5	09/25/12	10/01/12	Wkday Late News Rotator	10P-11P		:30			NM	3	\$1,500.00
		Week: 09/24/12	09/30/12	-TWTF--				2	\$500.00			
		Week: 10/01/12	10/07/12	M-----				1	\$500.00			
N 3	5	09/25/12	10/01/12	M-F 4p-5p	4p-5p		:30			NM	3	\$525.00
		Week: 09/24/12	09/30/12	-TWTF--				2	\$175.00			
		Week: 10/01/12	10/07/12	M-----				1	\$175.00			
N 4	5	09/25/12	10/01/12	FOX 5 Morning News	5a-6a		:30			NM	2	\$300.00
		Week: 09/24/12	09/30/12	-TWTF--				1	\$150.00			
		Week: 10/01/12	10/07/12	M-----				1	\$150.00			
N 5	5	09/25/12	10/01/12	Fox 5 News at 5	5p-6p		:30			NM	3	\$675.00
		Week: 09/24/12	09/30/12	-TWTF--				2	\$225.00			
		Week: 10/01/12	10/07/12	M-----				1	\$225.00			
N 6	5	09/25/12	10/01/12	Fox 5 News at 6	6p-7p		:30			NM	3	\$675.00
		Week: 09/24/12	09/30/12	-TWTF--				2	\$225.00			
		Week: 10/01/12	10/07/12	M-----				1	\$225.00			
N 7	5	09/25/12	10/01/12	M-F 7p-730p	7p-730p		:30			NM	2	\$1,000.00
		Week: 09/24/12	09/30/12	-TWTF--				1	\$500.00			
		Week: 10/01/12	10/07/12	M-----				1	\$500.00			
D 8	5	09/25/12	10/01/12	M-F 7a-9a	7a-9a		:30			NM	0	\$0.00
		Week: 09/24/12	09/30/12	-TWTF--				1	\$500.00			
		Week: 10/01/12	10/07/12	M-----				0	\$500.00			
N 9	5	09/25/12	10/01/12	M-F 730p-8p	730p-8p		:30			NM	1	\$500.00
		Week: 09/24/12	09/30/12	-TWTF--				1	\$500.00			
		Week: 10/01/12	10/07/12	M-----				0	\$500.00			
N 10	5	09/25/12	10/01/12	M-F 9a-10a News	9a-10a		:30			NM	3	\$375.00
		Week: 09/24/12	09/30/12	-TWTF--				1	\$125.00			
		Week: 10/01/12	10/07/12	M-----				0	\$125.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Contract / Revision	372817 /	Alt Order #	06234970
Contract Dates	09/25/12 - 10/01/12	Product	103/110/SCOTT PETER
Advertiser	Scott Peters for Congress	Original Date / Revision	07/16/12 / 08/23/12
Estimate #	1449		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Totals												

N 11	5		09/30/12	09/30/12	Su 8a-9a			Weekdays	1	\$125.00	NM	1	\$100.00
Week:	09/24/12	09/30/12	10/07/12	M-----					2	\$125.00			
N 12	5		09/27/12	09/27/12	Glee			Weekdays	1	\$3,500.00	NM	1	\$3,500.00
Week:	09/24/12	09/30/12	10/07/12	---1---					1	\$3,500.00			
N 13	5		09/26/12	09/26/12	X Factor Wed			Weekdays	1	\$2,500.00	NM	1	\$2,500.00
Week:	09/24/12	09/30/12	10/07/12	--1---					1	\$2,500.00			
N 14	5		09/25/12	10/01/12	M-F 7a-9a			Weekdays	2	\$275.00	NM	3	\$825.00
Week:	09/24/12	09/30/12	10/07/12	-TWTF--					1	\$275.00			
N 15	5		09/25/12	10/01/12	M-F 9a-10a News			Weekdays	1	\$125.00	NM	1	\$125.00
Week:	09/24/12	09/30/12	10/07/12	-TWTF--					1	\$125.00			
N 16	5		09/25/12	10/01/12	M-F 430a News			Weekdays	1	\$25.00	NM	1	\$25.00
Week:	09/24/12	09/30/12	10/07/12	-TWTF--					1	\$25.00			
Totals									30				\$12,825.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	21	\$10,550.00	\$8,967.50
10/01/12 - 10/01/12	9	\$2,275.00	\$1,933.75
Totals	30	\$12,825.00	\$10,901.25

Signature: _____

Date: _____

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	A		700A-900A	30		\$275.00	9/25	10/1	3		TU-F,M	143
PROGRAM : FOX5 MORN NEWS												
ORD COM1 : FIX LUR AND ADD SPOTS												
THIS IS A MAKE-GOOD FOR SEP25 ON LINE-8 FOR 3 SPOTS/WK												
15	A		900A-1000A	30		\$125.00	9/25	10/1	1		TU-F,M	151
PROGRAM : FOX5 MORN NEWS												
ORD COM1 : FIX LUR AND ADD SPOTS												
PART OF A MAKEGOOD MADE UP OF LINES 14-16												
16	A		430A-459A	30		\$25.00	9/25	10/1	1		TU-F,M	161
PROGRAM : FOX5 MORN NEWS												
ORD COM1 : FIX LUR AND ADD SPOTS												
PART OF A MAKEGOOD MADE UP OF LINES 14-16												
STATION MAKEGOOD OFFERS:												
M1 OK'D BUY#8 MISSED: TU-F,M/700A-900A SEP25 (3/WK) 30S \$325.00 (AUG22/12)												
& TU-F,M/700A-900A SEP25 (3/WK) 30S \$275.00 PLS ADVISE.												
& TU-F,M/900A-1000A SEP25 30S \$125.00												
& TU-F,M/430A-459A SEP25 30S \$25.00												
CMT: FIX LUR AND ADD SPOTS												
SEP/12	12825.00	OCT/12	\$.00									
CONTRACT TOTAL											12825.00	
TOTAL SPOTS											30	

MARKET TOTALS \$98,653 KSWB 13% KGTV 18% KMFB 27% KNSD 27% XEIV 2% KUSI 13% XDTV 0% CABL 0%

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6234970 TRF# 372817 REP: TEL# 703 528 7800 FAX# 703 528 7880
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM STATION AUG22/12 13.15 *** KSWB-TV ***

ADV # ADV. NAME POLI/S PETERS/D/CON/CA REP.# OFF.# 20 SALESMAN #
AGY # 939 AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MAURA GILROY
3050 K ST NW, SALES PRSN WA- ROBERT LANGER
WASHINGTON, DC 20007

ORDER # CONTRACT # 6234970 CLASS: NATL. LOCAL REGIONAL

PRDCT SCOTT PETERS FOR CON EST#1449 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG22/12	13.15
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STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#8 MISSED: TU-F,M/700A-900A (AUG22/12)
OFFER: TU-F,M/700A-900A PLS ADVISE.
& TU-F,M/900A-1000A
& TU-F,M/430A-459A
CMT: FLX LUR AND ADD SPOTS

SEP25 (3/WK)	30S	\$325.00	(AUG22/12)
SEP25 (3/WK)	30S	\$275.00	PLS ADVISE.
SEP25	30S	\$125.00	
SEP25	30S	\$25.00	

CONTRACT TOTAL 12825.00
TOTAL SPOTS 28